

Two in Three (65%) Canadians Say They Were Impacted By Sluggish Economic Recovery in 2010

*In 2009, Same Proportion (65%) Said the Recession
Impacted Them*

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Two in Three (65%) Canadians Say They Were Impacted By Sluggish Economic Recovery in 2010

In 2009, Same Proportion (65%) Said the Recession Impacted Them

Toronto, ON – An equal proportion of Canadians say they were impacted by the slow economic recovery in 2010 as were impacted by the economic recession in 2009, according to a new Ipsos Reid poll conducted exclusively for Postmedia News and Global Television. These data suggest that Canadians are still feeling the impact of the recession that began roughly two years ago, and the official end of the recession hasn't made much difference to its impact on the average Canadian.

Thinking back over this past year, three quarters (65%) of Canadians say that the sluggish economic recovery affected them either 'a lot' (23%) or 'somewhat' (42%). Just one in three (35%) say they were 'not really' (26%) or 'not at all' (9%) affected by the sluggish economy.

In fact, at the end of 2009, just 17% of Canadians said that the recession that ended in 2009 impacted them 'a lot' (18%), while nearly one half (47%) said it affected them 'somewhat'. The exact same proportions said that they were 'not really' (26%) affected or 'not at all' (9%).

Thinking of the sluggish recovery in 2010, Canadians aged 35 to 54 are most likely (68%) to say that they were at least somewhat impacted by the slow recovery, followed by those aged 18 to 34 (65%) and 55 and older (61%). Those with kids (74%) were also more likely to say they were impacted than those without kids (63%).



Residents of British Columbia (72%) were the most likely to say they were at least somewhat affected by the sluggish recovery, followed by Canadians living in Quebec (66%), Ontario (66%), Alberta (65%), Atlantic Canada (56%) and Saskatchewan and Manitoba (48%).

These are some of the findings of an Ipsos Reid poll conducted between December 9 and 14, 2010, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,044 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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